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Claims:

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1. A floor covering substrate, said floor covering substrate having applied

thereon a treating composition, said composition comprising:

(a) a fluorochemical-containing repellent component;

(b) a stain resist component; and

(c) a particulate component;

wherein said treating composition is adapted to provide to said floor covering

substrate substantial stain release and substantial resistance to dry soiling.

2. The substrate of claim 1 wherein said stain resist component comprises at

least one component selected from the group consisting of: sulfonated novolak resins,

acrylic polymers, sulfonated polyester polymers, and sulfonated surfactants.

3. The substrate of claim 1 wherein said fluorochemical comprises an acrylic

polymer.

4. The substrate of claim 1 wherein said stain resist component is selected from

the group consisting of: fluorochemical agents, acid-containing acrylic polymers,

copolymers, ethoxylated polyesters, nylon, cellulose derivatives, polyacrylamides,

5 sulfonated polymers, and sulfonated polyesters.

5. The substrate of claim 1 wherein said substrate is scoured.

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6. The substrate of claim 1 wherein said particulate component comprises at least one component selected from the group consisting of: silica-containing materials. zirconium-containing materials, titanium-containing materials, alumina-containing materials, basic metal salt materials, and metal oxide materials.

- 7. A floor covering having an applied composition for imparting soil resistance. stain resistance, and stain release, said floor covering comprising:
 - (a) a scoured substrate having fibers forming a pile;
- (b) a composition applied to said scoured substrate, said composition comprising:
- (i) a first fluorochemical repellent component, said fluorochemical repellent component being provided at a concentration of at least about 0.1% SOC;
- (ii) a second stain blocking component, said stain blocking component 10 being selected from one or more of the group consisting of: sulfonated novolak resins, acrylic polymers, sulfonated polyester polymers, sulfonated surfactants. fluorochemical agents, acid-containing acrylic or acrylate polymers and copolymers, ethoxylated polyesters, ethoxylated nylon, cellulose derivatives, polyacrylamides, sulfonated polymers, and sulfonated polyesters; and
 - (iii) an inorganic particulate component, said inorganic particulate component being selected from the group consisting of: silica-containing materials. zirconium-containing materials, titanium-containing materials, alumina-containing

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materials, inorganic oxide materials, basic metal salt materials, and metal oxide materials; and

- (c) wherein said composition is adapted for imparting substantial stain resistance and stain release to said floor covering.
 - 8. The floor covering of claim 7 further wherein said composition further comprises a crosslinking compound.
 - The floor covering of claim 7 wherein said composition further comprises at least two distinct component types which afford stain release properties to said floor covering.
 - 10. The floor covering of claim 7 wherein said fibers of said scoured substrate comprise less than about 0.3% by weight oil residue.
 - 11. A treated scoured floor covering having applied thereon a composition for imparting soil resistance and stain release to said treated floor covering, said floor covering comprising:
- (a) a scoured substrate having a plurality of fibers, said fibers having less than about 0.3% by weight oil residue;
 - (b) a composition comprising:

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(i) a fluorochemical repellent component;

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(ii) a stain resist component;

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(iii) at least one component which imparts substantial stain release to said substrate; and

(iv) an inorganic particulate component.

- 12. The treated scoured floor covering of claim 11 in which said composition of said treated scoured carpet further comprises a bleach resistant component.
- 13. The treated scoured floor covering of claim 11 wherein said fluorochemical repellent component is provided at a concentration of at least about 0.1% SOC.
- 14. The treated floor covering of claim 11 wherein said stain resist component comprises at least one component selected from the group consisting of: sulfonated novalak resins, acrylic polymers, sulfonated polyester polymers, and sulfonated surfactants and combinations thereof.
- 15. The floor covering of claim 11 wherein said repellent component comprises a hydrophilic fluoroalkyl acrylate copolymer.
- 16. The floor covering of claim 11 wherein said stain resist component is selected from the group consisting of: fluorochemical agents, acid-containing acrylic

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polymers, copolymers, ethoxylated polyesters, ethoxylated nylon, cellulose derivatives, polyacrylamides, sulfonated polymers, and sulfonated polyesters.

- 17. The floor covering of claim 11 wherein said floor covering is selected from the group consisting of: bonded carpet, woven carpet, nonwoven carpet, rugs, carpet mats, noncushioned carpets and carpet tiles.
- 18. A method for imparting soil resistance, stain resistance, and stain release properties to a floor covering textile comprising the steps of
 - providing a textile, said textile being comprised in part of fibers,
- scouring said textile,

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- applying a chemical finish to said textile, said chemical finish being comprised of:
 - (a) a repellent component;
- (b) a stain blocking component, wherein said stain blocking component provides stain resistance as well stain release characteristics to said textile; and(c) a particulate component.
 - 19. The method of claim 18 wherein said scoured floor covering textile comprises a carpet having a pile comprised of fibers, further wherein the percentage of oil residue in said scoured carpet fibers is less than about 0.3 percent by weight.

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20. A process for making a floor covering article of manufacture, said process comprising the steps of:

-providing a fibrous substrate, said fibrous substrate being comprised in part of tufted textile fibers or filaments;

-contacting said fibrous substrate with an aqueous treatment composition comprising:

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- (a) a fluorochemical repellent component, said fluorochemical component being provided in a concentration of at least about 0.1 % SOC;
- (b) a stain resist component, said stain resist component being selected from at least one of the group consisting of: sulfonates, sulfonated novolak resins, and acrylic polymers; and
- (c) a stain release component, said stain release component being selected from the group consisting of: fluorochemical agents, acid-containing acrylic polymers and copolymers, ethoxylated polyesters, ethoxylated nylon, cellulose derivatives, polyacrylamides, sulfonated polymers, and sulfonated polyesters; and
- (d) a particulate component, said particulate component being selected from the group consisting of: silica-containing materials, zirconium-containing materials, titanium-containing materials, alumina-containing materials, inorganic oxides, basic metal salts, and metal oxides.

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21. A carpet tile suitable for disposition as discrete modular units across a flooring surface, said carpet tile comprising:

- (i) a primary carpet fabric having a pile side and an underside with a plurality of pile forming yams projecting outwardly from said pile side, said the pile side having fibers, said fibers having applied thereon a composition capable of affording substantial stain release to said fibers, said composition comprising:
 - (a) a repellent component;
 - (b) a stain resist component; and
 - (c) a particulate component;
- (ii) an adhesive layer consisting essentially of at least one adhesive extending away from the underside of said primary carpet fabric; and
 - (iii) a layer of stabilizing material in contacting relationship with said adhesive layer such that said layer of stabilizing material is held in place at a fixed position below said primary carpet fabric.

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22. A treated fiber-containing floor covering, said floor covering having applied to said fibers a composition comprising:

(a) a fluorochemical repellent component, said fluorochemical repellent component being provided at a concentration of at least about 0.1% SOC;

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- (b) a component capable of providing to said fiber-containing floor covering a substantial stain resist;
- (c) a component capable of providing to said fiber-containing floor covering a substantial stain release; and
- (d) a particulate component, said particulate component selected from the group of materials consisting of silica-containing materials, zirconium-containing materials, titanium-containing materials, alumina-containing materials, inorganic oxides, basic metal salts, and metal oxides.
 - 23. The floor covering of claim 22 further wherein said particulate composition comprises at least one silica-containing material.
 - 24 The floor covering of claim 22 further wherein said composition comprises at least one species of zirconia-containing material.
 - 25. The floor covering of claim 22 wherein said composition is applied upon said fibers of said floor covering, further wherein said floor covering comprises a pile-containing carpet, said carpet being selected from the group of carpet types consisting

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- of: bonded, woven, nonwoven, area rugs, carpet mats, non-cushioned carpets, and carpet tiles.
 - 26. The pile-containing carpet of claim 25 wherein said carpet is tufted.
 - 27. The tufted carpet of claim 26 wherein said fibers of said tufted carpet are comprised of nylon 6.
 - 28. The tufted carpet of claim 26 wherein said fibers of said tufted carpet are comprised of nylon 6,6.
 - 29. The tufted carpet of claim 26 wherein said tufted carpet is a cut pile construction.
 - 30. The tufted carpet of claim 26 wherein said tufted carpet is a loop pile construction.
 - 31. The carpet of claim 25 wherein said carpet is scoured, said carpet having fibers with less than about 0.3% by weight oil residue.
 - 32. The carpet of claim 25 wherein said fibers of said carpet comprise polyester fibers.

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33. The carpet of claim 25 wherein said fibers of said carpet comprise Type 6 nylon fibers.

- 34. The carpet of claim 25 wherein said fibers of said carpet comprises fibers selected from at least one of the group of fibers consisting of: polyester fibers, polypropylene fibers, wool fibers, polylactic acid fibers, acrylic fibers, and nylon 66 fibers.
- 35. The carpet of claim 25 wherein said particulate component comprises a silica-containing material.
- 36. The carpet of claim 25 wherein said particulate component comprises a zirconia-containing material.
- 37. The carpet of claim 25 wherein said particulate component comprises a alumina-containing material.
- 38. The carpet of claim 25 wherein said particulate component provides a primary particle size of between about 1 nm and about 100 nm.

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39. A composition for imparting soil resistance and stain release to a pile-

containing carpet, said composition comprising:

(a) a fluoroalkyl acrylate copolymer repellent component;

(b) a novolac resin-containing component;

(c) at least one component capable of imparting substantial stain release to said

carpet; and

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(d) a particulate component.

40. The composition of claim 39 further comprising:

(e) a crosslinking compound.

41. The composition of claim 39 wherein said at least one component capable

of imparting stain release comprises a fluorochemical-containing compound, wherein

said fluorochemical-containing compound is provided at a concention level of at least

about 0.1% SOC.

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42. A composition for treating a carpet, said composition comprising:

(a) a fluorochemical repellent component, said fluorochemical repellent

component being applied at a concentration of at least about 0.1% SOC;

(b) a stain blocking component adapted for providing stain release; and

(c) a particulate component, said particulate component selected from the group

of materials consisting of silica-containing materials, zirconium-containing materials,

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titanium-containing materials, alumina-containing materials, inorganic oxides, basic

metal salts, and metal oxides;

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wherein said composition is adapted for imparting substantial dry soil resistance, stain resist and a substantial stain release to said carpet.

- 43. The composition of claim 42 further wherein said particulate composition comprises a silica-containing material.
- 44. The composition of claim 42 further wherein said particulate composition comprises zirconia-containing material.
 - 45. A scoured fibrous textile substrate treated with the composition of claim 42.
- 46. A floor covering having applied thereon a treating composition, said composition consisting essentially of:
- (a) a fluorochemical repellent component applied in a concentration of at leastabout 0.1 percent SOC;
 - (b) a stain resist component, said stain resist component being selected from the group consisting of: sulfonated novalak resins and acrylic polymers;
 - (c) a stain release component, said stain release component being selected from one or more of the group consisting of: fluorochemicals, acrylic polymers, copolymers, acrylic copolymers, ethoxylated polyesters, ethoxylated nylon, cellulose derivatives,

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polyacrylamides, sulfonated polymers, and sulfonated polyesters and blends thereof; and

- (d) a particulate component.
- 47. A treated floor covering substrate, said floor covering substrate having applied thereon a treating composition, said composition comprising:
 - (a) a repellent component;

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- (b) a stain resist component, said stain resist component further being capable of providing stain release properties to said floor covering substrate; and
 - (c) a particulate component;

wherein said floor covering substrate provides a relative resistance to dry soiling that reflects a color shade change Δ Δ E in absolute value upon soiling and vacuuming of about 30 or less.

- 48. The treated floor covering substrate of claim 47 wherein the Δ Δ E value in absolute value is about 20 or less.
- 49. The treated floor covering substrate of claim 47 wherein the Δ Δ E value in absolute value is about 10 or less.

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50. A scoured carpet having applied thereon a composition for imparting soil resistance, stain resistance, and stain release to said scoured carpet, said composition comprising:

(a) a first fluorochemical repellent component;

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- (b) a second stainblocking component, said stainblocking component being selected from the group consisting of: sulfonated novalak resins, acrylic polymers, sulfonated polyester polymers, sulfonated surfactants, fluorochemical agents, acid-containing acrylic or acrylate polymers, copolymers, ethoxylated polyesters, ethoxylated nylon, cellulose derivatives, polyacrylamides, sulfonated polymers, and sulfonated polyesters, and/or mixtures thereof;
- (c) an inorganic particulate component, said inorganic particulate component being selected from the group consisting of: silica-containing materials, zirconium-containing materials, titanium-containing materials, alumina-containing materials, inorganic oxide materials, basic metal salt materials, and metal oxide materials; and
- (d) wherein said scoured carpet exhibits a relative resistance to dry soiling that reflects a color shade change delta delta E upon soiling and vacuuming in absolute value of about 10 or less.
- 51. A chemically treated fiber-containing scoured floor covering, said floor covering having applied thereon a composition for imparting soil resistance, stain resistance, and stain release to fibers upon the surface of the floor covering, said composition comprising:

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5 (a) a first fluorochemical repellent component;

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- (b) a second component, said second component being selected from at least one item from the group consisting of: i) sulfonated novolak resins, and ii) acrylic resins, and iii) blends of sulfonated novalak resins and acrylic resins;
- (c) an particulate component, said particulate component being selected from the group consisting of: silica-containing materials, zirconium-containing materials, titanium-containing materials, alumina-containing materials, inorganic oxide materials, basic metal salt materials, and metal oxide materials; and
 - (d) wherein said chemically treated fiber-containing carpeting exhibits a resistance to dry soiling, $\Delta \Delta E$ value, in absolute terms, of about 20 or less and further shows improvement as compared to untreated floor covering when tested by modified AATCC Test Method 123-2000.